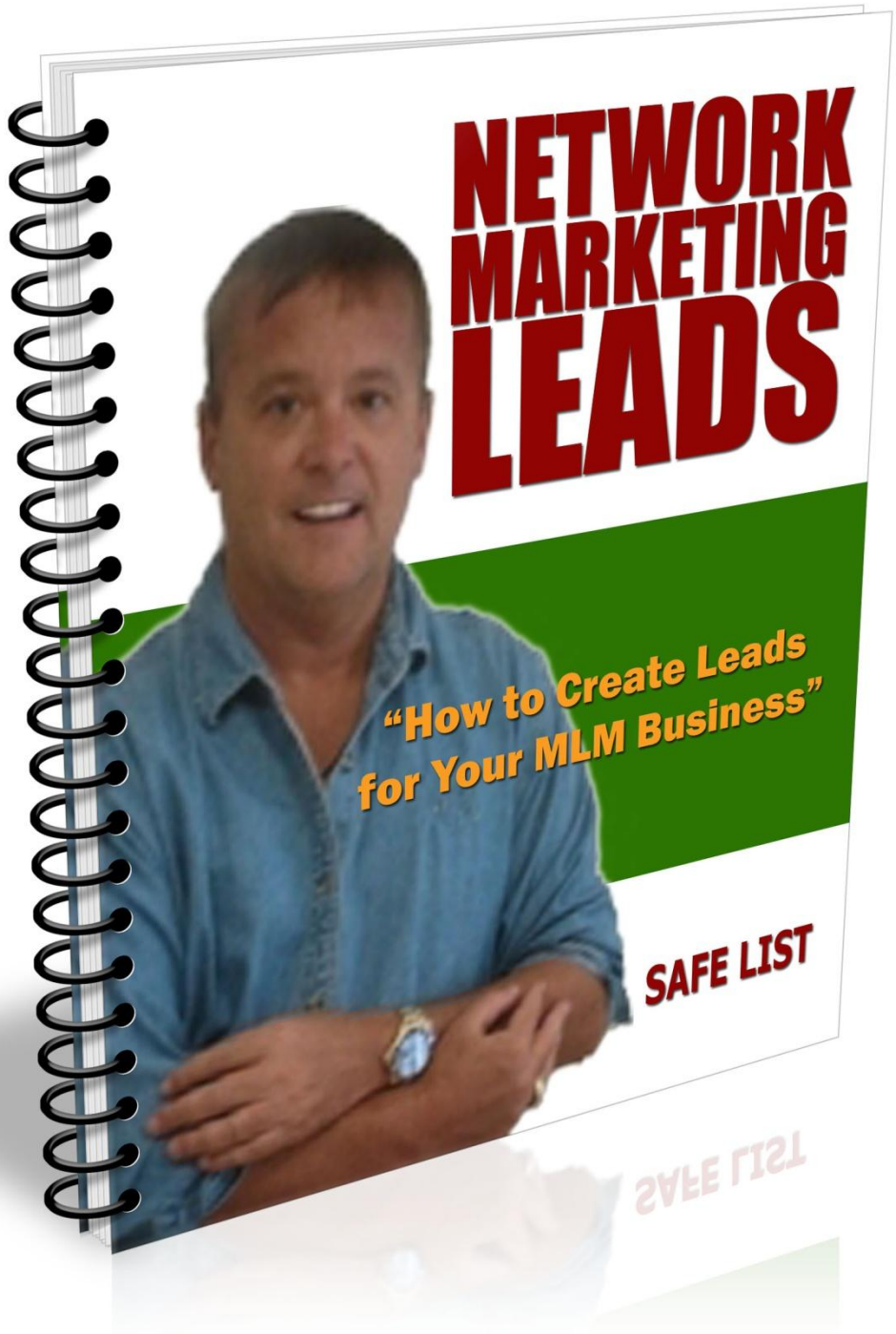

NETWORK MARKETING LEADS
"How to Create Leads for Your MLM Business"
SAFE LIST

Foreword

Over the past ten years I have been hired by dozens of network marketing companies, and top organizations to teach my 3 hour seminar "How to Create Leads for Your Network Marketing Business".

My observation is this:

95% of the people associated with any network marketing organization are good, honest, hard working people. They are loyal to their company and their products and services. They want to build a business, but they have absolutely no clue how to create a constant flow of new prospects.

They attend every company event, they listen in on every training conference call or webinar, but they couldn't create 50 new leads this month if their life depended on it.

SOMETHING IS WRONG!

How do you think you are ever going to build a business if you are not consistently exposing new prospects?

It is sad but true. Most network marketing distributors talk to a few people they know in their warm market and after that they never develop the *skill sets* that allow them to create an ongoing flow of prospects for their business.

This must change. As an industry we have to teach people proven, effective ways to generate leads for their business. Let me ask you a personal question, what methods are you currently using every week to create prospects for your business? How many methods? We teach if you don't use a minimum of 5 generating methods every week, you don't have a chance of ever creating any kind of momentum in your business.

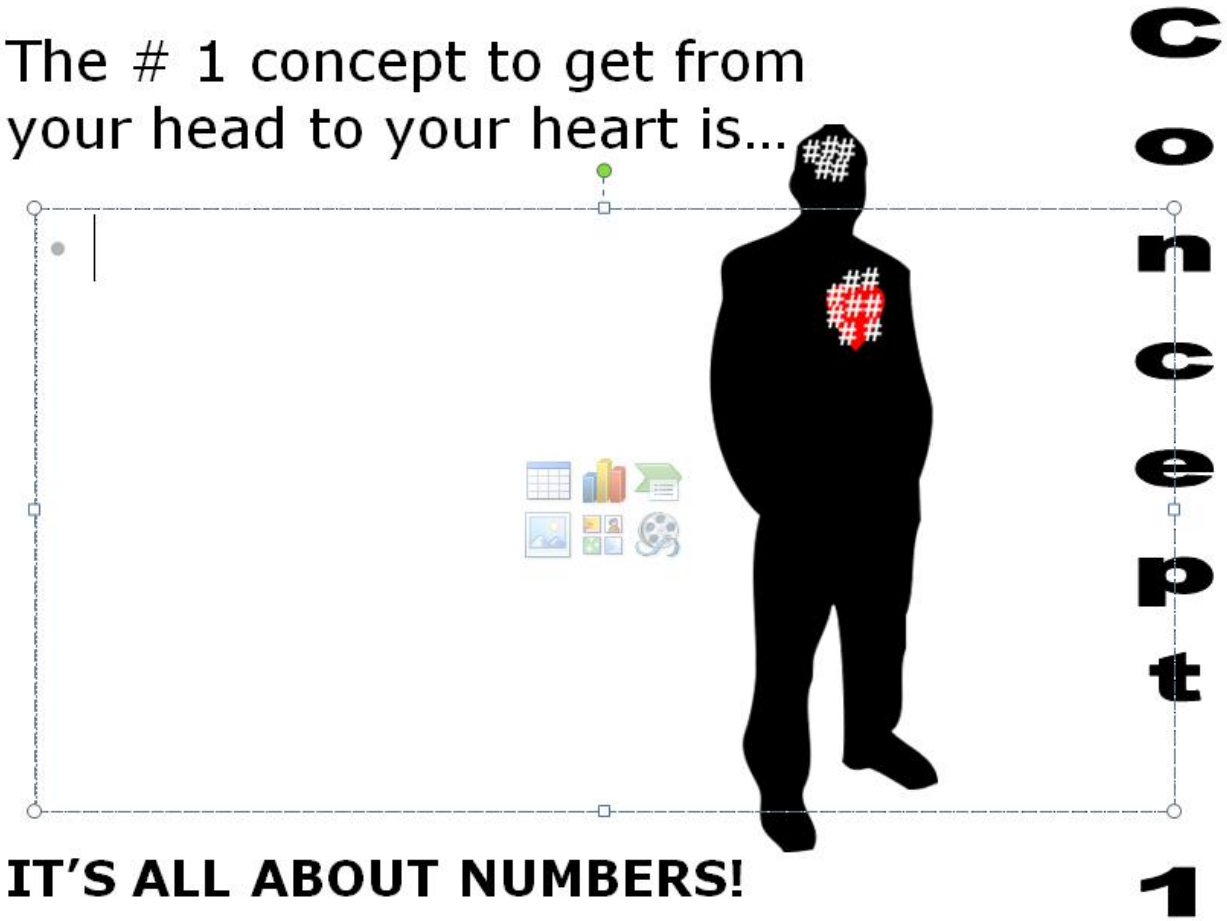
In this report I am going to share with you the method I use to email 100,000+ business minded prospects each and every month spam free. This is one of my favorite methods because I sponsor new members every month from safe list.

SUCCESS IS A NUMBER'S GAME !

I understand that there are many "self proclaimed MLM Training Gurus" teaching people a lot of idea's that sound good, but are really nothing more than fascinating stories that sound good.

From how to F.O.R.M. prospects to the attraction marketing BS in the market place, it really turns my stomach.

This is the concept you have to get from your head to your heart. Recruiting is a NUMBERS GAME! We are all looking for the right person at the right time in their life.



Please wrap your mind around this concept. For you to get from where you are right now, to where you want to go in your business there is X number of people you are going to need to expose before that goal becomes a reality.

Please re-read that statement.

The truth is YOU HAVE A NUMER! I don't know what your number is, you don't know what your number is, but we both know, the law of averages tell's us, YOU HAVE A NUMBER !!

I am fascinated by the number of network marketing distributors who are NOT GOING THROUGH AS MANY NUMBERS AS THEY CAN on a daily, weekly and monthly basis. It blows my mind. Nothing is more important for the success of your business than to master lead generation. NOTHING!

I get so sick and tired of those teaching people that network marketing and prospecting is about developing a relationship with your prospect! That is absolute crap, excuse my language, but it infuriates me!

If someone teaches you how to develop a **relationship** with your **prospect,** or worse than that how to F.O.R.M them .... run!

F amily

O ccupation

R ecreation

M essage

If you get anything in this report, understand Network Marketing TEAM BUILDING is about developing relationships, PROSPECTING is about getting through the numbers and NOT getting emotionally involved with your prospects!

YOUR RETURN ON YOUR INVESTMENT IS GUARANTEED

The next concept I need you to internalize as it relates to lead generation is every lead generation method you implement will give you a positive return on your investment over time.

The reason I can say this with certainty is because of what I call the *"Duplication Factor"* of network marketing and I have proved this to myself many times over the past 30 years.

Simply, what I am trying to communicate is if you persist with any particular lead generation technique, it doesn't matter if it is with dropcards, safelist, postcards, road signs, FaceBook, or any of the dozens of methods we teach ..... eventually that method will bring you 1 person that will pay for every nickel you ever invest in that method.

Quite frankly I have sponsored many people who have created tens of thousands of dollars in income for me and a few that have created over $100,000 in income. When I think about it, I have one couple alone that came from a postcard, that have paid for every nickel I spend on advertising for the rest of my career earning me nearly ½ million dollars in income.

So understand and create a long term vision for what you are doing. I am not saying to spend money you don't have, but I am saying to not be afraid to advertise your business when you are using proven ad copy and methods.

You know the old saying ***"Early to bed and early to rise, work like heck and advertise".***

We have always taught that you should invest your retail profits from the sale of your products and services back into your business as well as establishing an advertising budget. Your advertising budget should be a percentage of your commissions and bonuses. When I first started years ago I had a good paying corporate job, so I didn't need to pull cash from my business and 100% of my business income went back into my business.

Some people thought I was crazy, but today I am in a position where I would never have to invest another penny in any kind of promotion or advertising if I chose not to.

So, I think it is smart move for network marketers, or any business to establish and advertising budget.

What is a Safelist?

Basically a safelist is a gathering of like minded individuals who have agreed to exchanges emails. You agree to receive ads from all the others members in exchange for the opportunity to send your own email promotion to them. This concept has many advantages, here's a couple of them.

The advantages of safelist marketing

For one, it's spam free, members have to double opt-in to the safelist and thereby agreeing to receive your ads, should some “Forgetful Freddie” decide that the safelist mail is spam it's not really your problem as the mail is not sent from your email address or server. Actually this is the origin of the name, a safelist is a closed community where it is safe for members to exchange email promotions.

The second advantage is quite obvious but many people fail to see this, what do all safelist members have in common? They have something to promote, but they have not advanced far enough in their internet marketing career to dismiss a very mundane task as posting to safelist is. That means that if you have a product, report, ebook, income opportunity etc. that can help people on the way to internet glory, the average safelist user is an excellent prospect for you.

Why I will always use safelists

I could probably make do without safelists but I sure wont. Safelist are a starting point for many newbie marketers and picking those people up as subscribers and customers can be very profitable e.g. they do not own every product out there and they do not know everything, meaning that you have

if they do decide to join your team they will probably be teachable. You can see this as opposed to getting *Dale Calvert* on your list, when your initial giggling wears off you will probably realize that I really am on the inside of the industry and know about the majority of MLM programs a couple of months before they launch.

A lot of my promotions are done by staff members or I outsource them.

However I normally do my own safelist promotions.

I keep my user name and passwords in a word document together. They are part of my ongoing promotions.

What you need to understand before you start marketing with Safelist

I have tested over 100 different safelist over the years. I have eliminated 20 of them and now only use 10 which I will share with you later. After watching my stats and the number of clicks I was generating over time I was able to eliminate 20.

When you join a safelist they allow you to send 500-1000 emails on average every day, three days, or seven days. Different safe list have different terms. Most allow you to upgrade and by upgrading you are able to send a greater number of emails, usually 3000 – 5000 more frequently usually every 3 days.

By clicking on the links in the emails of other members you can earn more credits that will allow you to send more emails. I have students that are able to email thousands of people every week free of charge because they take the time to click on the links in other members emails.

As I mentioned early I have tested over 100 different safelist. I initially join as a free member and after I identified the list that are sending me converting traffic I upgrade my account. Personally I would rather pay a fee to be able to send out more emails more frequently than to take the time to click on members emails. Thankfully I am the minority, if everyone did that of course you could never expect results with safelist.

Before you start using safelist you need to set up what are commonly called a junk email account. You need to register your junk email account with

the safelist so you don't clog up your email box with messages from tons of members, especially after you join multiple safelist.

We recommend using setting up your junk account with Google. If you know how to set up folders in a google account you could use your primary account. That is what I do and I simply have emails from safelist skip my inbox and go directly into my safelist folder.

There are two important ideas I want to share with you here regarding safelist marketing. I always promote a lead capture page. This way when people opt in they are now on one of my house list**. I never send visitors directly to a website or affiliate promotion. I always send them to a lead capture page. By doing this I add thousands of new opt in members to my in house list every year.**

Below are a couple of the lead capture pages I am using at this time.

http://www.IGetMineFree.com/saveyourbucks

http://www.FlipDomainsandGrowRich.com

http://www.EbayTrainingGurus.com

http://www.RecordedWebinars.com/saveyourbucks

http://www.PennyStockBoss.com

Remember the people reading the emails are entrepreneur minded. All of my lead capture pages are focused on entrepreneur minded people and or network marketers.

The key to success with safelist is to get members to click and open your email.

They key is a good subject line, but please be truthful and don't make outrageous claims of earning millions is 1 minute and 17 seconds!

I will share with you my best 3 subject lines. I don't know what you paid for this report but what I am getting to share with you is worth 1000 times whatever you invested.

Are you ready?

Here are my best 3 subject lines

(1) Here is my personal cell phone number
(2) For network marketing professionals only
(3) I am trying to reach {firstname}

(Note on #3) most safelist allow you to insert other members names by using brackets as shown above. Different safelist have different parameters which will be spelled out for you in their instructions.

The next thing I can share with you is keep your message short. Most of my emails are two paragraphs or less.

Ok I have shared with you the everything you need to know to get started with safelist. So the next obvious question is what are the best safelist to use?

Here is my in house list of the Top 10 safelist.

I have assembled this list after using safelist for many years and tracking and testing my results.

#1 Viral URL

This is my favorite safelist because it has a lot of network marketing members. Most safelist members are more internet marketing minded, but not this group. This program has over 72,000 members at the time of this writing. I am an upgraded member which allows me to send 3,000 emails every 3 days. This list has made me a lot of money and I sponsor new team members almost every month with this list.

#2 List Joe

I have been a member of list Joe for as long as I can remember. This is a wonderful safelist with a lot of active members. Over 60,000 members. I am an upgraded member here also and can send 3,000 emails every 3 days.

#3 State of the Art Mailer

This is a very unique mailer and has a few different perks. The response rate is very good and guaranteed. New free members receive 500 emails delivered at the time you join.

#4 Downline Builders Direct

Another great mailer with a lot of network marketers as members.
New free members receive 500 credits immediately.

#5 Rainbow Marketing System

This is a small list about 2,500 at the time of this writing. However these members are all paid members. So you have a list of proven buyers all whom have paid $30 for membership to this list. I have made a lot of money with this list.

#6 Target Ads Depot

Upgraded members can mail 5,000 members every 3 days.

#7 Adlist Supreme

Free members are able to send 1,000 emails every 7 days.

#8 The List Auction

Free members can send 500 emails 1 time a week

#9 Free Ads Depot http://freeaddepot.com/?aff=55873

I am a lifetime pro member with this list and can send 5,000 emails every 3 days. Like all list I have listed here this is a responsive list made up mostly of Interne Marketers.

#10 Blast 4 Traffic

Email 70 Million People every month, 2.3 Million every day for only $39 for a lifetime membership. Yes this sounds too good to be true. I joined this program 8-10 years ago. Quite frankly I thought this was probably a total scam, but I have made by initial investment back at least 100 times with this program. I am sure most of the emails are going to non maintained email address and spam box, but I have sold a lot of affiliate products over the years with this membership. This is not a safelist, you do not agree to receive emails from other members when you join this program. It is a mailer only, which makes it even more appealing.

FINAL THOUGHTS

It takes a few minutes to get set up with safelist, but the time is definitely worth it. The key to success with safelist is to be consistent. If you have the opportunity to email 1,000 people every week, then email 1,000 people every week.

Because of my upgraded accounts, I email over 100,000 safelist members every month. As previously described many of these people end up on my in house list.

Consider this, if you do nothing but become free members of the 10 list we have covered and they let you mail on average 500 members a week … that is 5000 emails a week, 20,000 emails a month!

Do you think you can generate some interest for your product or service emailing 20,000 entrepreneur minded people a month?

I know you can!

The secret as with all promotions is consistency!

"Consistent Effort doesn't always create consistent results, but it always creates Success"

I appreciate you investing in the report, if you enjoyed it **please leave us a positive review on kindle by click here:**

http://cmgwebsitetraffic.com/links/3062

I am dedicated to your success.

Dale Calvert

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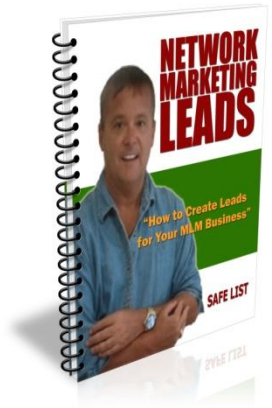
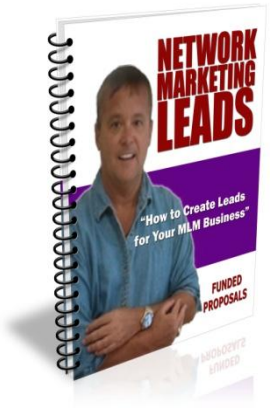
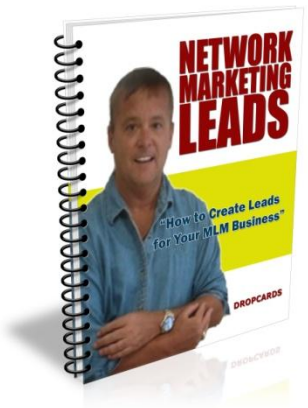
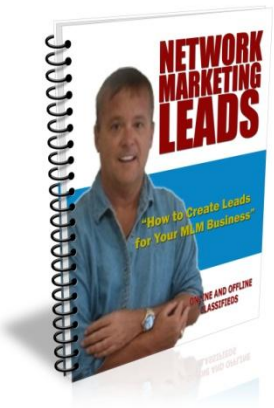
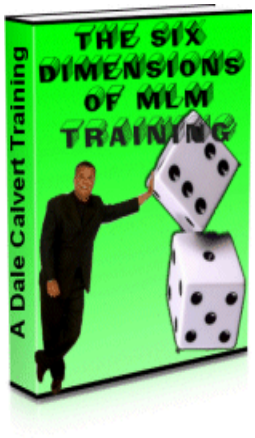


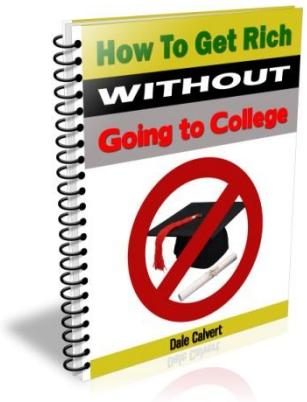


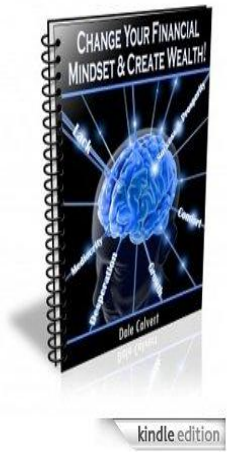


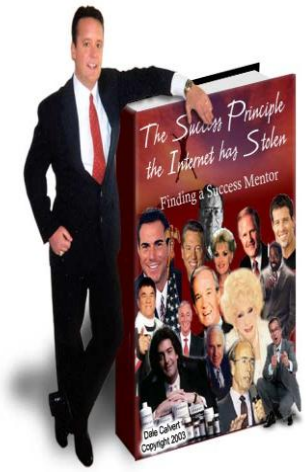


Drop Cards Funded Proposals Classified Ads









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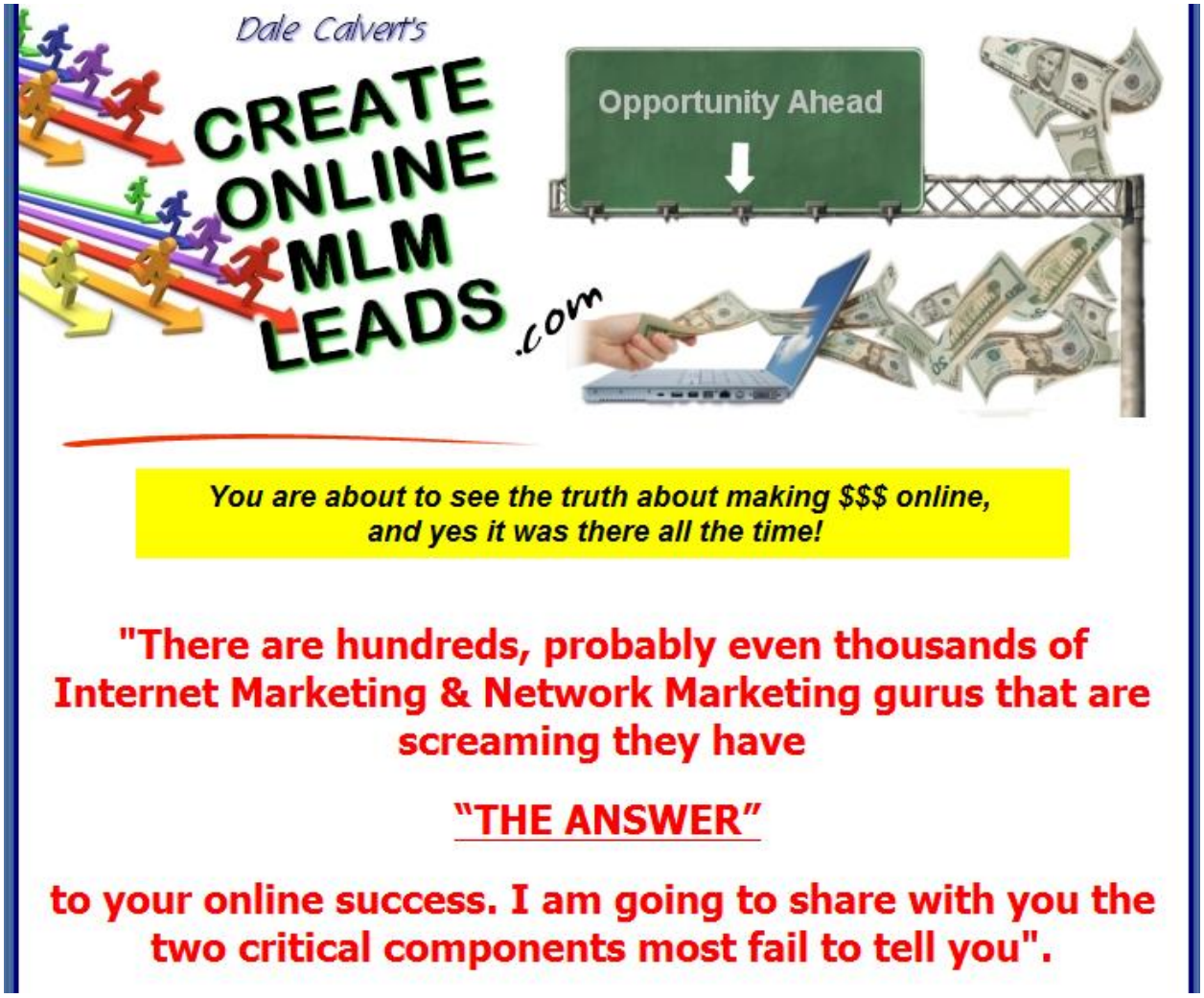

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